

Summer, Service journalism and Slackbots, oh my!

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What is a service journalism story?

- Simplifies a complex topic
- Not narrative driven
- Answers: **What do readers want to know about this topic? How would they want to consume this information?**
- Simple formatting, easily scannable information with headings
- Traffic driven by search



Narrative story:

He was going to be in prison for 20 years. Then, his record got expunged.

Service journalism story:

Here's how to get your record expunged after recreational marijuana was legalized.

Why would we want to do service journalism stories?

- Make sure people find all the coverage that you've been doing
- Readers are looking for these types of stories

17,000

Average number of sessions on Curious Minnesota stories last year

- Most stories average 2-3k

Problem:

Reporters and editors need a standard for what a service journalism story is and how it should look online.

- The Legislative Auditor is probing Southwest's cost overruns and delays and more is coming. The third of four reports, this one on the construction change-order process, is expected by the end of May. The final report, another financial audit, will be out by late summer, Zelle said.
- Southwest's price tag remains at \$2.7 billion, making it the most expensive public works project in state history. But that's based on some cost assumptions related to ongoing negotiations with the civil and systems contractors. So \$2.7 billion isn't final, but there is \$144 million in contingency. Also, that doesn't include recent work stoppages, including one in February when construction of a secant wall in Minneapolis' Kenilworth corridor near the Cedar Isles condos ran into an "impediment" underground.

Which hospitals and how many nurses are involved?

About 15,000 nurses are on strike in the Twin Cities metro and Duluth area.

Hospitals involved in the strikes in the M Health Fairview system include Southdale in Edina, St. John's in Maplewood, St. Joseph's in St. Paul and the Riverside campus of the University of Minnesota Medical Center. Allina Health hospitals under strike include Abbott Northwestern in Minneapolis, Mercy campuses in Coon Rapids and Fridley and United Hospital in St. Paul.

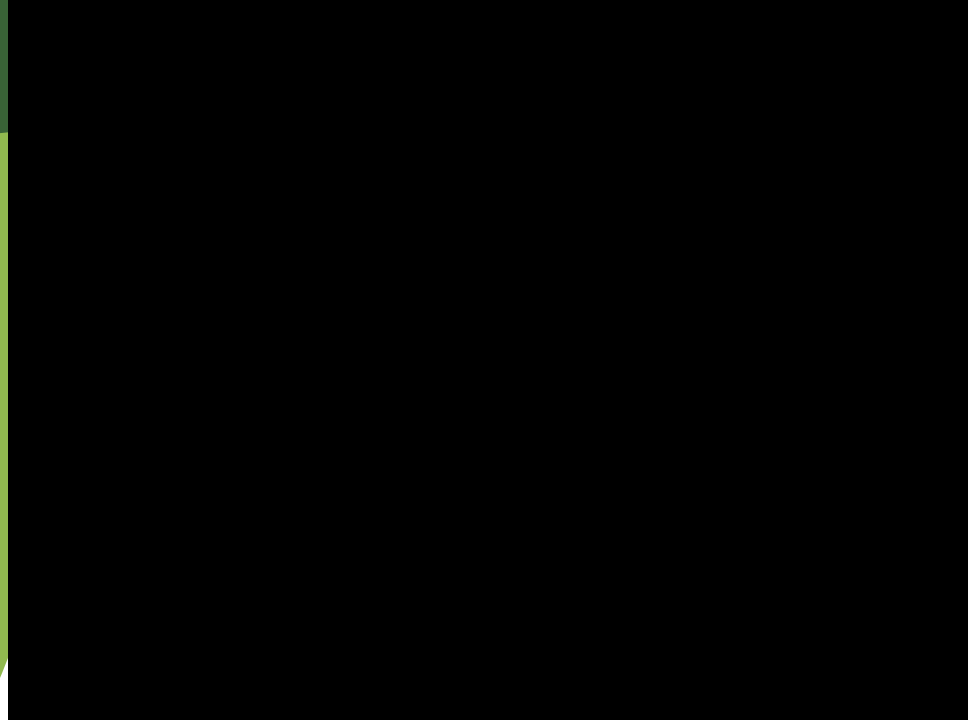
A work of British college chums. Creators Lucy Moss and Toby Marlow were students at Cambridge University when they decided that they wanted to show Henry VIII's six queens beyond their fates ("divorced, beheaded, died, divorced, beheaded, survived"). They remixed the history, casting the queens as contemporary pop divas that recall everyone from Beyoncé and Rihanna to Taylor Swift and the Spice Girls. "Six" premiered in a converted conference room in 2017 at the Edinburgh Fringe Festival.

- How many Minnesotans are on Medicare?

Original Medicare is the traditional health insurance program for people 65 and older as well as certain younger people with disabilities. The program is split into two primary components — Part A is federal hospital insurance while Part B is medical insurance for things like doctor visits.

The Strib Guide to Service Journalism

- When to use a service journalism story format
- Ideas for headlines
- Generating reader questions
- SEO formatting tips



Consider the best format.

Minnesota Child Tax Credit calculator

Filing status:
 Single/Head of household
 Married, filing jointly

Enter numbers without commas and round to nearest whole number.

Earned income: 45000

Children under age 18: 2

Children 18 and over living at home: 0

Working Family Credit, previous law:	New Child Tax Credit + Working Family Credit:
\$1,628	\$2,650

Interactive

What to know about COVID omicron variant, Minnesota testing, vaccines

Expert advice on masking, testing, vaccines and boosters is evolving along with coronavirus variants. Here's the latest from Minnesota and the CDC.

By Star Tribune staff Star Tribune | FEBRUARY 6, 2022 — 4:30PM



Madison Kuebeling got his second COVID-19 vaccine shot during a mobile vaccine event at Champlin High School in July.

A vaccine is evolving along with the coronavirus. Here's the latest from staff and wire reports.

What's the latest?

Q&A Explainer

How to make an appointment to get the COVID-19 vaccine in Minnesota

All residents 16 and older are eligible for shots now, but pharmacies and health systems are still prioritizing people differently.

By Colleen Kelly Star Tribune | JAN. 27, 2022 — 12:04PM



Health Director of the Plymouth Police Department received his COVID-19 Moderna vaccine from registered nurse Glöna Christensen in January.

Step-by-step guide

21 most romantic restaurants in Minneapolis and St. Paul

Whether or not you're dining out on Valentine's Day, keep these tried-and-true eateries in your back pocket.

By Jay Summers Star Tribune | FEBRUARY 6, 2022 — 8:08PM




John Reinartz and Satoko Suzuki enjoy the cozy surroundings of Heritage in St. Paul.

Listicle




Assume someone has no knowledge on this topic.

What questions would you want to answer for them?



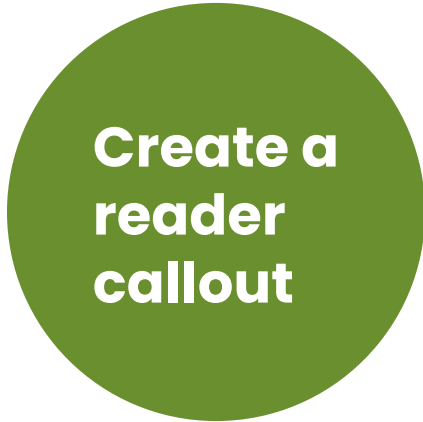
Generate your own questions




Ask your sources, friends and family about questions you have



Check social media



Create a reader callout



Write an enticing headline that clearly states what readers can find in the story.

★ | ALL SECTIONS | 🔍 StarTribune EMILYHOL. ▼

What you need to know about Minnesota's marijuana legalization law

Minnesota is the 23rd state to legalize recreational cannabis. Here's a detailed look at what the new law allows — and what it won't.

By Matt DeLong, Ryan Faircloth and Brooks Johnson Star Tribune — MAY 31, 2023 — 11:00PM


CURIOUS MINNESOTA

How did Minnesota become a recurring 'Golden Girls' joke?

Chickens play piano and cows have the right to vote in Rose Nylund's fictional hometown of St. Olaf, Minn.

STAGE & ARTS

Here are five things you should know about 'Six,' coming to the Ordway

Henry VIII's ill-fated wives have their say in this Tudor theatrical concert.

Fill out your SEO fields.

(More SEO guidance is
coming!)

Search

Search title ?

6 / 71

Search description ?

The background features several green circles of varying sizes and shades. A large, solid light green circle is in the top left. A thin white circle overlaps its bottom edge. A thin light green circle is in the top right. A large, solid dark green circle is at the bottom center.

**What questions can
I answer about
service journalism?**



Thank You

Please keep in touch!

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